

## ***IMPACT OF INDIAN DRAMAS ON YOUTH OF NAROWAL, PAKISTAN A CASE STUDY OF NAROWAL***

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### **Abstract**

*This study investigated the impact of Indian dramas on Pakistani youth through a survey that used a questioner as a data collection technique. Total 200 respondents equally male and female are selected having age 18 to 30 for viewing Indian dramas on cable television using convenient and purposive sampling techniques. As everyone seems to know, culture influences an individual's and a nation's identity. Pakistani culture has its basis on Islam and Islamic religion is base of our culture. As we know Indian Dramas are much liked in Pakistan. Indian media is also aiming to promote their culture in our society. The negative impact of Indian shows on Pakistani youth regarding their culture and religious beliefs because Indian drama are destroying our Islamic culture by spreading unethical values and practices among our youth which is our future and ambassador of our culture. The Pakistani government and regulating bodies should prohibit Indian dramas that are contrary to our culture and philosophy. The purpose of this study was to determine the impact of Indian dramas on Pakistani youth. The study's major goal is to determine whether Indian dramas have an impact on Pakistani cultural values and whether language dressing has changed as a result of exposure to these dramas.*

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**Keywords:** Indian drama, youth, Islamic culture, Islamic culture, Narowal University.

### **Introduction**

Media plays a crucial role in shaping the fabric of our society, and in the case of Pakistan, there is a growing concern about the impact of media on the cultural identity of the nation. With the widespread availability of affordable television and cable connections, these have become ubiquitous in households, particularly among the youth. The youth now have access to a myriad of channels, both local and foreign, exposing them to a diverse range of programming.

Pakistani society, being predominantly Muslim, is deeply rooted in its unique cultural patterns shaped by the beliefs and values of Islam. However, the influence of Hindu culture, owing to historical cohabitation in the Sub-Continent, has left a notable impact on the Muslims. The challenge arises as the younger generation, through processes of acculturation, modernization, and westernization, is increasingly adopting Western and Indian cultural elements. In particular, the infiltration of Indian dressing culture is evident, with preferences shifting towards garments like Sari, Patiala Shalwar, chori Pajama, sleeveless dresses, short shirts, and a reduced use of the Chadar (veil) Zia (2003)..

The cultural complexities of Pakistan, comprising knowledge, belief, art, law, customs, and habits, are undergoing transformations as a result (Lane and Ersson, 2007).

Pakistani drama channels, including Indus Vision, ARY Digital, Hum TV, and Geo Entertainment, are noted to be significantly influenced by Indian and western channels, jeopardizing their cultural distinctiveness. The emphasis on showcasing glamour, romance, and other elements is seen as diluting the rich cultural identity of these channels, as observed by Shahbaz (2004).

The pervasive influence of Indian dramas, often characterized by negative themes, is causing concerns about the erosion of Pakistani culture, impacting lifestyle, food choices, dressing styles, language, traditional celebrations, and religious practices. The visible shift towards fashion-centric lifestyles, with individuals donning fashionable clothes, engaging in full makeup, and adopting stylish haircuts, is indicative of this cultural transformation.

The Indian film industry, notably Bollywood, holds a prominent position globally, producing a vast array of films each year, ranging from comedy and romance to moral lessons. Mumbai, the epicenter of film production, is often likened to Hollywood. Additionally, there are other robust cinema industries like Telugu, Bengali, Tamil, and Malayalam, which, being language-based, play a crucial role in promoting diverse cultural traditions.

## **Statement of problem**

*In the current scenario media is considered the most dominant tool in any society. The youngsters mostly watch the Indian content and strongly influenced by the Indian culture. That is why researcher selected this study to examine its influence. Whether the consumption and influence of Indian dramas are differentiated on the basis of the viewer's age, gender, education, and occupation. A case study on youth of university of Narowal, Narowal.*

## **Objectives of the study**

*To explore the watching habit of Indian dramas*

*To find out Indian culture's effects on our dressing and language.*

*To what extent Indian media try to cultivate their culture in our society.*

*To find out the time consumption on Indian dramas.*

*To determine the level of interest of youth about Indian dramas.*

## **Literature Review**

*The literature review is widely recognized as a pivotal stage in the research process, playing a crucial role in building upon and contributing to existing knowledge while also saving time, effort, and resources. In this study, a comprehensive review of relevant literature was conducted by the researcher, encompassing sources available on the internet and in major libraries across Pakistan. The systematic and logical examination of the literature was instrumental in successfully completing this research.*

*Durham (1994) conducted an analysis on the cable television influence on TV and video watching habits among the people of Hyderabad. According to Durham, cable networks, which are introduced in India 1984, represented a relatively new phenomenon compared to video. By May 1990, approximately 3,460 viewers of cable television networks were in operation, reaching over 3.3 million households in major metros such as different cities in India like Bombay, Delhi, Calcutta, and Madras. With an audience of 1.6 million, cable television, though offering a narrower selection of program content compared to video, provided similar entertainment at a lower cost and addressed the issue of advertisement zapping, making it more beneficial for advertisers.*

*Zia (2007) asserted that the influence of Western society can be discerned through the behaviors and practices of young adults, ranging from dietary choices to sexual orientation. The advent of music channels like MTV has brought about significant changes in the communication and music preferences of the youth, with increased exposure correlating with heightened biases.*

*Butt's study (2005) examined the role of pricing in determining subscribers' willingness to adopt and sustain cable services. The findings suggested that higher monthly bills could lead to increased dissatisfaction among subscribers, influencing their ongoing evaluation of the service. Various factors, including satisfaction with*

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local cable operators, were also identified as contributing to subscribers' decision-making processes.

Hiler (2002) aimed to determine whether the principles, approach, and presentation style of global television programs were inconsistent with the values and perspectives of the receiving countries. The hypotheses of medical/cultural imperialism posited that universally televised ethics had detrimental effects on local cultures. Surveys conducted among audiences in India, Malaysia, and the Philippines revealed that only a minority believed that Western programs negatively impacted their cultures, lifestyles, children, and local television production. The majority of respondents either responded negatively or neutrally, suggesting a limited perception of adverse effects on their cultural and livelihood aspects.

### **Hypotheses**

Respondents are more inclined to watch dramas on cable television than other sources.

Indian dramas are more likely to influence our language.

Indian dramas are more likely to influence interactions with friends and parents.

Viewers are more likely to be interested in Indian dramas.

### **Theoretical framework**

As Severin & Tankard (1992) stated "communication theory is meant at civilizing our sympathetic of the procedure of mass communication. With the help of superior sympathetic we are able to calculate and manage the outcomes of mass communication efforts (p.4). Without mass media such as newspapers, radio, television, movies, cable networks, and the internet, modern civilization would be practically impossible to imagine.

### **Cultivation Theory**

Cultivation theory suggests mass media play a vital role to build the character as a social agent and establish whether the television spectators consider the television actuality or pretend certainty. George Gerbner along with his colleagues challenged that television content has small but momentous effect on the attitude, beliefs and their perception about social world.

Shrum and O' Guinn (1993) elaborated a psychological conceptual model of cultivation process that provide an idea of getting information in a person's memory. When information is retrieved for the process of decision making, the bin is being searched for getting information from top down .A great chance of information is being recalled.

Weaver and wakshlag (1986) concluded that cultivation effects seemed prominent among the active TV viewers than less participant viewers and about personal practices with regard to crime that was an essential variable and largely affected the TV program viewer's attitude. Shrum and O'Guinn resonated the

previous result by saying that cultivation research has established a modest but constant influence of television watching on what people consider the social world is like to.

### **Methodology**

Methodology refers to a logically sequence or procedure with which research procedure or plan is prepared, while research design means that the connection between research method and the actual nature of the study. As the present study point of view, study requirement for survey research which is designed to gather the information from target audience for study.

### **Survey Research**

In a simple and clear term, a survey study refers to the administration of different questions to get information about people behaviors and attitudes about the topic. The survey consists of different questions by asking neither if respondents approve of child spanking nor if they have ever smoked cigarettes. When more than one question is asked, the set of question is often referred to as important questionnaires. These questions have different nature like close ended and open ended. The current study included the close ended questions to get date from respondents.

### **Unit of Analysis**

Choosing the population or analytical unit to be researched is one of the most crucial aspects in the research process. Babbie (1992) defined units of analysis as the individuals or objects whose characteristics are seen, described, and explained by social research. The goal of the current study was to investigate the perceptions and viewing habits of University of Narowal students, who served as the study's units of analysis.

### **Population**

"The universe of events from which the sample is drawn" is the definition of population (Reinard, 1994). The male and female residents of Narowal City serve as the universe in this investigation. Determining the study group or unit of analysis is the first step in any research study. The audience of the University of Narowal who watches Indian dramas makes up the cosmos in this study.

### **Sample**

Every researcher wants to examine the entire population in order to provide a solid basis for their results and research project. However, once the ground realities are estimated, it becomes very difficult for researchers to analyze the entire population; thus, sampling is used in research.

### **Sampling Methods**

Techniques for convenience and purposeful sampling were employed to gather data. "A convenience sample, sometimes referred to as an available sample, is a group of research subjects that are easily accessible." Purposive sampling was used to select the necessary respondents who watch Indian dramas in order to gather data for the study. One hundred responders were chosen in order to collect data.

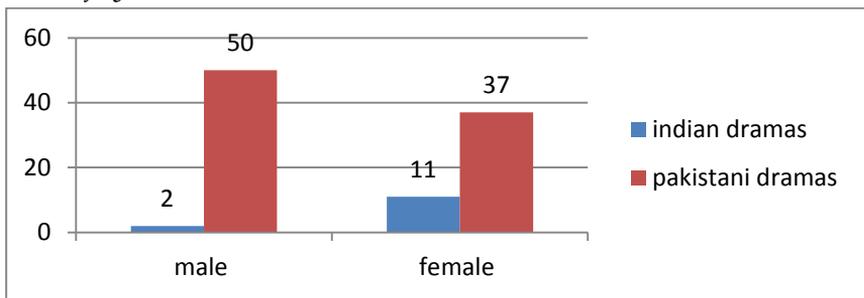
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**Sample Size**

Purposive and convenience sampling techniques were employed to choose respondents from the target demographic while taking into account the limited resources available. The researcher was unable to obtain data from the vast population of Narowal city due to time and cost limitations. As a result, 200 respondents from the University of Gujarat campus, evenly split between males and females, were chosen.

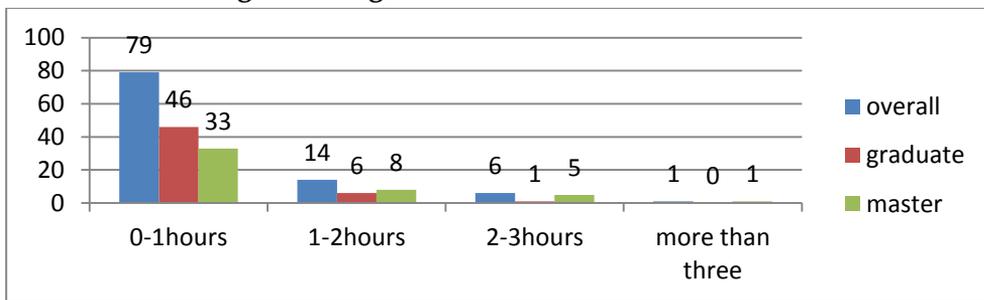
**Findings**

**Figurer-1 Enjoy to watch the dramas**



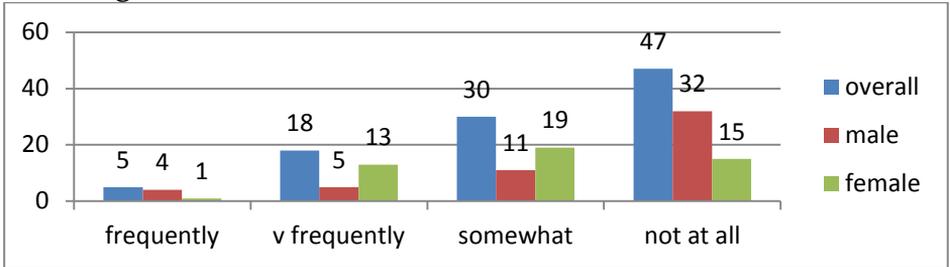
It has been analyzed by the results that majority of the overall respondents enjoy to watch Pakistani dramas .the result further shows that 50% male like to watch Pakistani dramas whereas Indian dramas has only 2% viewership. While 37% respondents like to watch Pakistani dramas and only 11% like to enjoy Indian dramas.

**Figure- 2 Time Consuming watching Indian dramas**



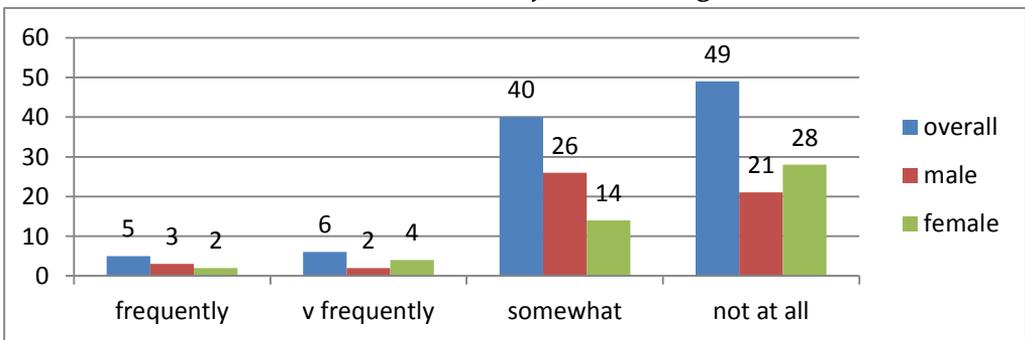
The analysis on adoption of Indian culture among youth indicates that graduate student who spent 46% of their time in watching Indian dramas in an average day up to 1 hour, while 33% master students like to watch upto 1 hour. Similarly there are very less number in watching Indian dramas more than 1 hour either they are graduates or master level students.

**Figure- 3 Taking Interest in Indian dramas**



The analysis of following question shows that overall 47% take interest in watching Indian dramas, While the 32% male 15% female frequently take interest in watching dramas, 5% male 13% female very frequently, 11% male 19%female somewhat and 32% male 15% female respectively take interest in Indian dramas .

**Figure 4 Use Hindi Words in his conversation after watching Indian dramas**



The findings revealed that significantly overall results showing in not at all category which is 49% (21% male and 28% female) about usage of Hindi words . However, difference exists in somewhat category in which (26% male and 14% female) and overall is 40%. On the other hand respondents showing less percentage in very frequently and frequently in using of Hindi words.

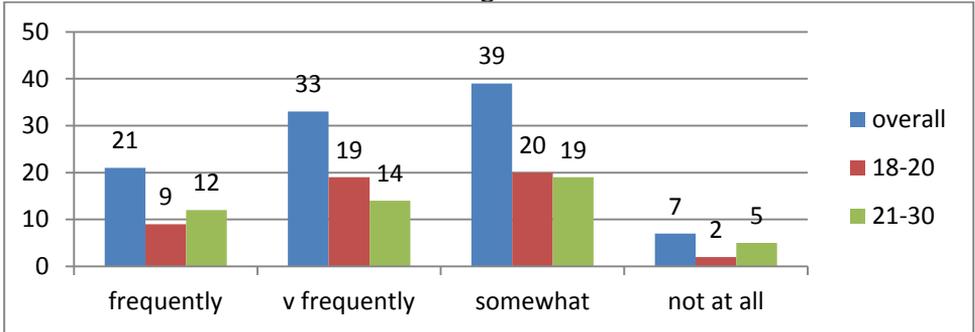
**Table 1 Use Hindi Words**

	Overall	Age		Gender		Education	
	*A	B	C	D	E	F	G
<b>Hindi words</b>							
Very Frequently	46.0	22.0	24.0	21.0	25.0	17.0	29.0
Frequently	33.0	15.0	18.0	18.0	15.0	20.0	13.0
Somewhat	14.0	09.0	05.0	06.0	08.0	11.0	03.0
Not at all	07.0	04.0	03.0	07.0	00.0	05.0	02.0

The analysis on using the Hindi words among youth shows that overall 46% significantly very frequently like to use Hindi words in their daily life routine. However there is two percent difference exist between both age categories in using the same. further result indicates that master level students use 29% Hindi words, and only 17% for the graduate level students but there is little difference observed between male and female about using the Hindi words in their daily life routine matters so it is clear from the findings then there is little different among all the categories .

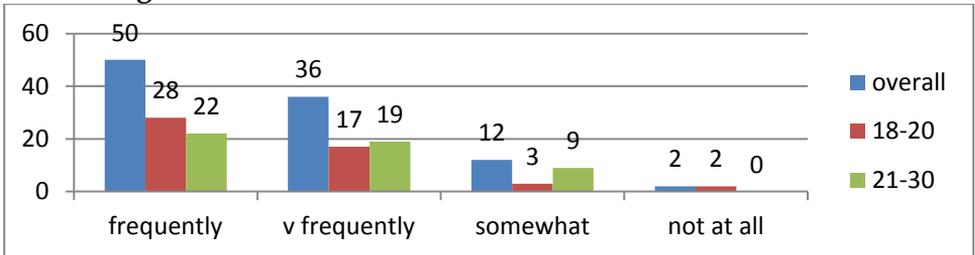
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**Figure 5 Awareness of Hindi culture through Indian dramas**



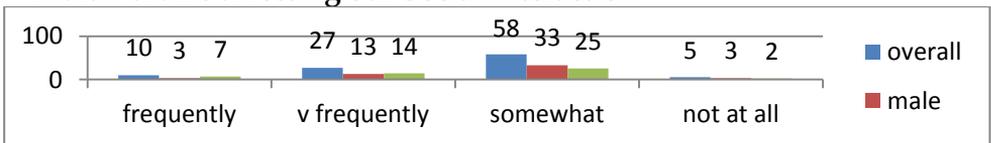
Now we see the ratio of awareness of Hindi culture through Indian channels in different age groups in which overall very frequently and somewhat are same there is no large difference. But in 'not at all' category significantly respondents are showing great difference as compared the other category.

**Figure 6 Affecting our cultural values due to Indian dramas**



It has been analyzed by the results that majority of the overall 50% respondents ( 18-20 age 28%, 21-30 age 22%) showed that Pakistani cultural values are being effected from the content which are being shown in Indian dramas. While in 'v.frequently' category (18-28 age 17% 21-30 age 19%) there is little difference in age group respondents. On other hand somewhat overall 12% teenage 3% young 9%. In this category teenage in fewer ratios as compare to young but in not at all category did not showed that our cultural values are effecting through Indian dramas.

**Figure 7 Indian dramas affecting our Social interaction**



This question is about the effect of social interaction among youngsters of Indian dramas. Diagram showing the high ratio of somewhat, in which overall percentage is 58% (33% male and 25% ) people effect from the serials but not so much. On the other hand very frequently category showing that less results in which overall percentage is 27% (male 13% and female 14%). Definitely 58% and 27% has a big difference. But the other two categories we cannot compare with these.

**Table 2 Adoption of Indian dresses into Pakistani culture.**

	Overall	Age		Gender		Education	
	*A	B	C	D	E	F	G
<b>T-shirts</b>							
Very Frequently	47.0	27.0	20.0	25.0	22.0	29.0	18.0
Frequently	19.0	11.0	08.0	08.0	11.0	12.0	07.0
Somewhat	25.0	09.0	16.0	13.0	12.0	09.0	16.0
Not at all	09.0	03.0	06.0	06.0	03.0	03.0	06.0
<b>Sleeveless tops</b>							
Very Frequently	27.0	16.0	11.0	08.0	19.0	14.0	13.0
Frequently	38.0	19.0	19.0	26.0	12.0	20.0	18.0
Somewhat	27.0	11.0	16.0	03.0	14.0	14.0	13.0
Not at all	08.0	04.0	04.0	05.0	03.0	05.0	5.0
<b>Skinny dresses</b>							
Very Frequently	38.0	13.0	15.0	14.0	14.0	10.0	18.0
Frequently	34.0	14.0	18.0	17.0	17.0	21.0	13.0
Somewhat	27.0	16.0	03.0	13.0	14.0	15.0	12.0
Not at all	11.0	07.0	04.0	08.0	03.0	07.0	04.0
<b>Sari for women</b>							
Very Frequently	22.0	09.0	13.0	12.0	10.0	08.0	14.0
Frequently	27.0	13.0	14.0	16.0	11.0	12.0	15.0
Somewhat	35.0	18.0	17.0	14.0	21.0	20.0	15.0
Not at all	16.0	10.0	06.0	10.0	06.0	13.0	03.0
<b>Long skirts</b>							
Very Frequently	28.0	19.0	09.0	17.0	11.0	16.0	12.0
Frequently	28.0	11.0	17.0	15.0	13.0	16.0	12.0
Somewhat	29.0	12.0	17.0	16.0	13.0	11.0	18.0
Not at all	15.0	08.0	07.0	04.0	11.0	10.0	05.0

*In this table A, B showed the age A( 18-20) B(21-30) , C,D showed the gender C showed male respondents while B showed female respondents, and E,F showed the education of respondents E showed the graduation respondents, while F showed master respondents. We are taking the view of general public in three category age, gender and education about T-shirt (wearing style). The results are showing that 47 respondents in very frequently, in which (age) teenage are showing high ratio, (gender) male has over excess to female, (education) graduation students are showing significantly results.*

*In this table (Sleeveless tops) high percentage of respondents are frequently agree on this, in which teenage and young giving the same response. Somewhat category and very frequently are showing same percentage. On the other hand not at all category not showing a competent results.*

*In this table (skinny dresses) are showing high percentage in very frequently 38 respondents master students are more likely skinny dresses. Frequently category showing results near to v. frequently but in these young respondents are high percentage. On the other hand 27% in somewhat in which teenage are showing high percentage. Sari for women, table is showing high percentage in somewhat category (35) in which female are more likely to this. 27 are frequently agree on this in which male are showing high percentage on the other side very frequently results are not in*

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high ratio. So, it is clear that Pakistani women are not so much interested in wearing style of sari like Indian women.

Long skirts is also a part of culture adopted by women, in this table frequently and very frequently are showing same results and teenage are more likes to this style. Somewhat percentage is showing results high percentage and small difference from other two categories.

### **Summary and Discussion**

The study's findings reveal that a significant portion of the overall population prefers watching Pakistani dramas on local channels. However, the analysis consistently observes that individuals often hesitate to admit watching Indian dramas, possibly influenced by the prevailing perception created by media and intellectuals in Pakistan that Indian dramas are not of satisfactory quality.

Several factors contribute to the increasing popularity of Indian dramas and foreign content. Indian dramas serve as reflections of Indian culture and society, heavily influenced by Westernization and modernization. This Westernized culture portrayed in Indian dramas has gained popularity in Pakistan since the introduction of cable TV. The study aims to comprehend the impacts of foreign cultures, particularly Indian, on our society, with a specific focus on the youth as the primary audience of Indian dramas. While the study indicates that the influence is currently limited, it underscores the potential harm if not controlled and addressed promptly. This study serves as a wake-up call for the media industry, shedding light on how Indian culture is distorting and reshaping our socio-ethical ideologies.

The results suggest that Indian dramas are impacting our social values frequently, with respondents noting effects on social interactions within friends and family. The study also highlights that respondents often adopt dressing styles such as T-shirts, sleeveless tops, and sarees for women, influenced by Indian dramas. Additionally, Indian dramas are seen to influence cultural patterns, with respondents noting the frequent adoption of Indian festivals, music, food habits, and lifestyle among Pakistani youth.



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